



ENTERTAINMENT POWER WAGING PREDATOR

Illustration by Steve Hart
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Management Team

◆ **Brewster Kahle: CEO**

WAIS Founder
Wide Area Information Server Project Leader—Thinking Machines, KWMG, Apple, Dow Jones
Founding Engineer—Thinking Machines

◆ **Bill Dunn: Director**

Senior VP America Online
Former President, Dow Jones Information Services
Wide Area Information Server Project
Multimedia Publishing, Emerging Technologies

◆ **Bruce Cilliat: Vice President Sales & Mktg**

VP Sales—Flometrics International
National Account Manager—Altair Information Systems
Technical Consultant—Pacific Telephone

◆ **John Duhring: Vice President Business Development**

On-line services consultant, Apple Computer, Dow Jones and Company
General Manager—Supermac Software
Publishing Executive—Apple Computer
Acquisition Editor—Prentice Hall

◆ **Nick Scharf: Vice President, CFO**

Software Technology Group Business Consultant
CFO—VisiCorp, Comshare
Controller—Intertech Computer
Arthur Andersen & Co



Management Team (cont.)

• **Jean Christofferson, Director of Computer Operations**

Ensemble Founder
Venture Solutions Founder—CICS, SNA network solutions for Hambrecht and Christ, Visa, Pacific Coast Stock Exchange
Stratus Systems & Others—world-wide CICS networks

• **Keira Bromberg, Development Manager (acting)**

Product Manager—WAS-CMP Internet Publishing Project
New Products Manager, Production Planner, Marketing Specialist, Software Development Manager—Thinking Machines

• **Meikle Syme Hall, Production Services Manager**

Vice President of Production—Virtued Directors (Incorporated)
Production Coordinator—Bell One Producers
Production Coordinator—Full Circle Productions



MISSION

To be the leader in delivering published content on the Internet using WAIS, Inc. software products and production services



Publishing in Transition

- ◆ More publications
- ◆ Fewer readers per publication (avg)
- ◆ New players (e.g. CNN, USA Today)
- ◆ New Technologies: CD-ROM, Online

New opportunities in online publishing market



Publishing Evolution

Pre-Electronic: Printed documents

- ◆ Editors push content to classes of customers
- ◆ Editors set schedules
- ◆ Same content for all
- ◆ Limited research capability

Consumers

Editor

Publishing Evolution (cont.)

Early-Electronic—Consumer pull

- ◆ On consumer's schedule
- ◆ Navigation by the consumer

Mainframe Technology:

Consumer AOL, Research Dialog

Internet Technology:

Web Browsing, Web Bindings

Editors

Publishing Evolution (cont.)

Maturing Electronic Publishing: Information Aggregation

- ◆ Access to multiple sources
- ◆ Browsing AND research
- ◆ Publishers look-and-feel



Consumer



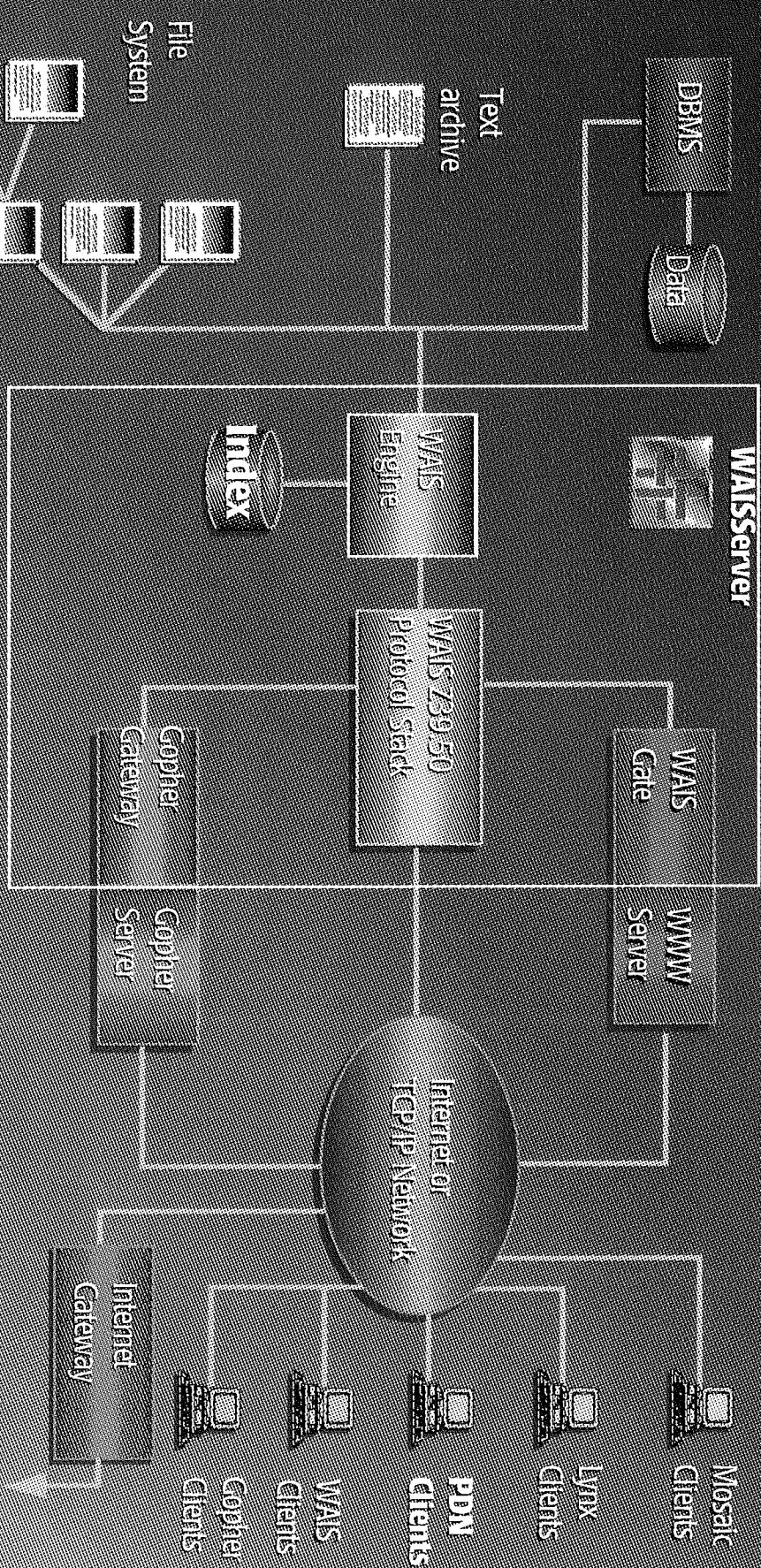
Web Services: Engine behind the Interface
Agents deliver content in user's context



Publisher



Product



AGI Design Software
Configuring the WAIS
Client Online Services



Production Services

Complete Solutions

- Billing
- Registration
- Content Alerting
- Online advertising
- Letters to the editor
- Chat with columnist
- Audio and video clips
- Intelligent client/agent
- Frequently asked questions
- Time sensitive content expiration

Integrated Elements

Customer Data

WAISserver

WWW Server

Client



Getting to Market

Products

- ◆ Telesales
- ◆ VARs- Fujitsu, Spy, KPMG, Netscape, IDS, DEC
- ◆ OEM - Intel, Fulcrum, ConQuest
- ◆ Federal - Product & integration: GilS, Z39.50
- ◆ Proliferate WALS, Inc name brand through M&A

Production Services

- ◆ Publishers
- ◆ Fortune 500 publishing partners - People and awareness
- ◆ The "Modules" make the difference
- ◆ Revenue Sharing

Getting to Market (cont.)



Packaged WAIS, Inc. Content Products

- ◆ Agent-based products promote client loyalty
- ◆ Agent can provide incentive for content providers to partner
 - Encyclopaedia Britannica
 - National Geographic
 - Discovery Communications
- ◆ Potential for WAIS, Inc. "cross-provider" agreements to promote theaters of interest
- ◆ Concept is "Content in the Consumer's Context"



Customers

Boeing Computer Service
Cambridge Scientific Abstracts
Chicago Tribune
CMP Publications
Colgate-Palmolive
ConQuest Software
Curtin University of Technology
Defense Technical Information Center
Delphi Internet Services Corporation
Department of Energy
Dow Jones & Company
Diaper Laboratories
EG & G Idaho, Inc.
Eisenhower National Clearinghouse
Encyclopaedia Britannica
Environmental Protection Agency
Fulcrum Technologies
Georgetown University
House of Representatives
Intel Corporation
Internet Shopping Network
KPMG
Lawrence Livermore National Labs
Library of Congress
Loral Federal Systems
Los Alamos National Laboratory
Martin Marietta
Michels Corporation
Mitre Corporation
Moscow State University/RED lab
NASA - Goddard Space Center
NASA - Johnson Space Center
NASA - Langley
National Archives of the United States
National Center for Manufacturing Sciences
National Science Foundation
National Technical Information Service
New York Law Publishing Company
New York Times
Nippon Telephone & Telegraph (NTT)
Novell, Inc.
Pacific Bell
Perot Systems
Reuters New Media
Rice University
San Francisco News Agency
Sandia National Lab
Science Applications International Corp
Science University of Tokyo
Siemens
Sports Network
Stanford University
Sun Microsystems
U.S. Army
U.S. Dept. of Navy
U.S. Geological Survey (USGS)
U.S. Government Printing Office
U.S. Navy
U.S. Senate
University College of London
University of Tennessee
West Publishing Corporation
Wells Fargo



Current Competition

Product: Search Engines

- ◆ Stand-alone: Excalibur
- ◆ Web Enabled: Verify, PLS
- ◆ Z39.50 Enabled: BRS/Dakaware, Architekt
- ◆ "WAK Enabled": Fulcrum, ConQuest

Production Services:

- ◆ HTML Shops: Home Page Service
- ◆ Large Integrators: EDS, IBM, Andersen



Competition/Partners

Integrators

EDS

IBM

Andersen

KPMG

Providers

AOL

Compuserve

Prodigy

MS Marvel

Software

Excalibur

Verify

PLS

BRS/Delaware Dialog

Archex

Fulcrum

Conquest

Netscape

PLD

Intermedia

Publishers

Time Warner

Dow Jones

Media Data



Status

- Revenue
 - FY 93 \$4M
 - FY 94 \$1M
 - FY 95 \$3.6M
 - FY 96 \$12M
- FY 95 Revenue
 - First Half \$1.6M
 - Backlog + \$1M
- FY 95 Products
 - Server Release 2
 - Adding Publishing Components
 - Integrating Agent/Media/Messaging Applications



Status (cont.)

- ◆ Services running at WAIS, Inc.
 - * CMP Publications
 - * Dow Jones & Co
 - * Intel Component Technical Documents
 - * Scholastic Network
- ◆ Current Priorities
 - * Technical Hiring
 - * Marketing
 - * Partnering & Management Team
- ◆ Headcount (includes contractors in full time slots)

	Current	By June 30
Marketing & Sales	5	10
Production Services	5	8
Washington Office	2	4
Development	2	4
Operations	10	12
Administration	4	6
Total	44	54



Financial Forecast (millions)

	FY 95	FY 96	FY 97	FY 98	FY 99
Revenue	\$3.6	\$12	\$25	\$40	\$60
Pretax Income	\$0.6	\$2.4	\$5.0	\$8	\$12



Financing Needs

Operating Capital

\$1,000,000

Expand Development

\$1,000,000

Product Acquisition/Expansion

\$2,000,000



RISKS

- Execution
 - Evolve technology quickly enough—quality a breadth of solution
- Management Team
 - Getting to Market—positioning product/pairing
- Market Evolution
 - Dominant closed system emerges—Marvel?
 - Internet collapses
 - Internet does not evolve
 - security, commercial use, subscriber base, marketplace concern
- Competition
 - Systems Integrators: EDS, Andersen, KPMG
 - Information Providers: Time Warner, Dow Jones
 - Software Developers: Netscape, Verity, Future
- Financial—Funding



Unfair Advantages

- ◆ Customer partnerships in key markets
- ◆ Position in standards setting
- ◆ Ubiquity based on early entry